

Comprehensive Sign Package Procedures

1. Steps for submission of a comprehensive sign package.
2. Set up pre-application meeting with Client _____
3. Client requested to submit:
Narrative description of sign plan, including location, size, height, construction, material, illumination and placement of signs.
 - ☐ A dimensioned site plan, including the distances of all buildings from the street and the dimensions of all street fronts
 - ☐ Dimensioned elevations of all sides of building.
 - ☐ Dimensioned elevations of all detached signs.
 - ☐ Dimension from sign to back of curb/sidewalk and right-of-way.
 - ☐ Dimensions, height, and square footage of all existing signs or note that none exist for both freestanding & attached signs (submit picture of all existing signage).
 - ☐ Dimensions, height, square footage, and orientation of all proposed signs.
 - ☐ Description of advertising copy or wording to be displayed on signs.
 - ☐ Material specifications for proposed signs including sign materials and colors.
 - ☐ Type of illumination (if any) Note: a sign permit will require electrical plans in addition to other graphic requirements.
4. Receive submittal plans, application, and fee from applicant.
5. Schedule application for DDC Meeting and explain submittal deadline to applicant.
6. Schedule hearing with Zoning Administrator _____.
7. Request Admin. Support Assist. II to prepare a case file and obtain a Special Use Permit Case No. from Shawn Becker or Krissa Hargis in Planning.
8. Staff review of submittal _____.
9. Prepare Staff Report to DDC _____.
10. Present to DDC _____.
11. Present to Zoning Administrator _____.
12. Prepare letter to Applicant reiterating conditions (if any) from DDC and Zoning Administrator or staff _____.
13. Instruct Applicant to submit application for sign permit from building department_____.

A Comprehensive Sign Plan for a proposed or existing development may be approved by the Downtown Development Committee and Zoning Administrator in conjunction with the granting of a Special Use Permit under Title 11, Administration and Procedures Chapter of the Mesa City Code. The purpose of a Comprehensive Sign Plan is to provide for the establishment of signage criteria that are tailored to a specific development or location, and which may vary from specific Ordinance provisions. The intent is to provide for flexible sign criteria that promote superior design through architectural integration of the site, buildings and signs.

A Comprehensive Sign Plan shall include the location, size, height, construction material, color, type of illumination and orientation of all proposed signs, either permanent or temporary.

A Comprehensive Sign Plan containing elements which exceed the permitted height, area and number of signs specified in this Ordinance may be approved (with a recommendation from the Downtown Development Committee) by the Zoning Administrator only upon a finding that:

1. The development site contains unique or unusual physical conditions, such as topography, proportion, size or relation to a public street that would limit or restrict normal sign visibility; or
2. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing features that represent a clear variation from conventional development; or
3. The proposed signage incorporates special design features such as logos, emblems, murals or statuary that are integrated with the building architecture.

The construction and placement of individual signs contained in the approved Comprehensive Sign Plan shall be subject to the issuance of sign permits in accordance with Section 31 of this Sign Ordinance.